

## Message Text

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PAGE 01 BONN 12966 121320Z

43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
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R 121310Z AUG 75  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2066

UNCLAS BONN 12966

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: GLOBAL MARKET RESEARCH: BID EVALUATION -  
BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT

REF: A) STATE A-4607; B) USDOC 9575

1. EMBASSY SOLICITED BIDS ON SUBJECT MARKET RESEARCH FROM 8 FIRMS IN GERMANY. TWO FIRMS SUBMITTED BID PROPOSALS AND ONE FIRM (BATTELLE) DECLINED TO BID BUT DESCRIBED A PROPOSED MULTI-CLIENT STUDY IN THE SAME FIELD.

2. BID SUMMARIES:

A. DR. KINDEL AND PARTNERS, BERLIN  
WEST GERMANY DM 14,900

DR. KINDEL PROPOSES 40 INTERVIEWS DISTRIBUTED AMONG MANUFACTURERS, END-USERS, IMPORTERS, AND "OTHER". HE PERFORMED A STUDY FOR USDOC ON THE SAME SUBJECT IN MARCH 1971. DR. KINDEL'S RELIABILITY AND CAPABILITY OF MEETING USDOC'S SPECS ARE WELL ESTABLISHED.

B. HORST KINDIG, PR-DUCT & MARKET, MUNICH  
WEST GERMANY DM 17,300

KINDIG ALSO PROPOSES 40 INTERVIEWS OF A SIMILAR SAMPLE. HE HAS PERFORMED RESEARCH STUDIES FOR THE FRANKFURT TC, MOST RECENTLY "FLUID POWER SYSTEMS AND COMPONENTS",  
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JUNE 1974. THIS REPORT WAS OF ACCEPTABLE QUALITY;

HOWEVER, MR. KINDIG IS NOT AS FAMILIAR WITH GMR SPECIFICATIONS AS DR. KINDEL AND HIS WRITTEN ENGLISH IS SOMEWHAT INFERIOR.

3. RECOMMENDATION: WE RECOMMEND THAT THE CONTRACT BE AWARDED TO DR. KINDEL AND PARTNERS. SINCE DR. KINDEL ONCE AGAIN HAS UNDERBID THE LIMITED COMPETITION, WE WOULD APPRECIATE LEARNING THE STATUS OF THE PROPOSAL TO NEGOTIATE AN ANNUAL CONTRACT (REF B).

4. BATTELLE INSTITUTE OF FRANKFURT DECLINED TO BID, EXPLAINING THAT THEY WOULD REQUIRE A BUDGET OF DM 70,000 FOR SUCH A PROJECT. THIS IS A REFRAIN WE HAVE COME TO EXPECT FROM THE LARGE US RESEARCH FIRMS WITH BRANCHES IN GERMANY. HOWEVER, BATTELLE DID BRING TO OUR ATTENTION THEIR INDEPENDENT PROPOSAL FOR PERFORMING A MULTI-CLIENT, MULTI-COUNTRY STUDY ENTITLED "INTERNATIONAL FORECASTS FOR THE CONSTRUCTION INDUSTRY". THE COST OF THIS STUDY TO EACH CLIENT WOULD BE \$15,000 FOR 22 COUNTRIES; PRICE REDUCTIONS WOULD BE AVAILABLE FOR CLIENTS INTERESTED IN FEWER COUNTRIES. THIS PROPOSAL, TOGETHER WITH BIDS DESCRIBED PARA 2 FORWARDED TO BIC/OIM/MRD-214 ON AUGUST 12.  
HILLENBRAND

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